CONTRACT

WCAU
10 Monument Road
Bala Cynwyd, PA 19004
(610) 668-5510

www.nbcphiladelphia.com

And:

MESSAGE AND MEDIA
100 ALBANY STREET
NEW BRUNSWICK, NJ 08901

Field	Value
Contract / Revision	342866 /
Alt Order #	
Product	**Political**
Contract Dates	**10/23/12 - 11/01/12**
Estimate #	
Advertiser	**MENENDEZ FOR SENATE**
Original Date / Revision	10/18/12 / 10/29/12
Billing Cycle	EOM/EOC
Billing Calendar	Broadcast
Cash/Trade	Cash
Station	**WCAU**
Account Executive	Aaron Zeligson
Sales Office	Philadelphia NS
Special Handling	
Demographic	RA35+
IDB#	
Advertiser Code	
Product Code	
Agency Ref	42907
Advertiser Ref	16339

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WCAU	10/23/12	10/29/12	5A-6A M-F NBC10 NEWS 5A LUR	5A-6A M-F		:30			NM	7	$1,375.00
N 2	WCAU	10/23/12	10/29/12	6A-7A M-F LUR	6A-7A M-F		:30			NM	7	$4,200.00
N 3	WCAU	10/23/12	10/29/12	7A-9A TODAY SHOW CDR	7A-9A M-F		:30			NM	7	$10,500.00
N 4	WCAU	10/23/12	10/29/12	9A-10A TODAY SHOW 2 LUR	9A-10A M-F		:30			NM	5	$1,375.00
N 5	WCAU	10/23/12	10/26/12	3P-4P M-F ELLEN CDR	3P-4P M-F		:30			NM	4	$3,000.00
N 6	WCAU	10/29/12	10/29/12	3P-4P M-F ELLEN LUR	3P-4P M-F		:30			NM	1	$500.00

Weekly breakdown:

Line	Week	Start Date	End Date	Weekdays	Spots/Week	Rate
1	Week:	10/22/12	10/28/12	-TWTF--	6	$200.00
1	Week:	10/29/12	11/04/12	M------	1	$175.00
2	Week:	10/22/12	10/28/12	-TWTF--	6	$600.00
2	Week:	10/29/12	11/04/12	M------	1	$600.00
3	Week:	10/22/12	10/28/12	-TWTF--	6	$1,500.00
3	Week:	10/29/12	11/04/12	M------	1	$1,500.00
4	Week:	10/22/12	10/28/12	-TWTF--	4	$275.00
4	Week:	10/29/12	11/04/12	M------	1	$275.00
5	Week:	10/22/12	10/28/12	-TWTF--	4	$750.00

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10/23/12 - 11/01/12	Political	

Advertiser	Original Date / Revision
MENENDEZ FOR SENATI	10/18/12 / 10/29/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
Week:		10/29/12	11/04/12	Weekdays: M------	Spots/Week: 1	Rate: $500.00						
N 7	WCAU CDR	10/23/12	10/26/12	4P-5P NBC10 NEWS	4-5P M-F		:30			NM	4	$2,600.00
Week:		10/22/12	10/28/12	Weekdays: -TWTF--	Spots/Week: 4	Rate: $650.00						
N 8	WCAU LUR	10/29/12	10/29/12	4P-5P NBC10 NEWS	4-5P M-F		:30			NM	1	$400.00
Week:		10/29/12	11/04/12	Weekdays: M------	Spots/Week: 1	Rate: $400.00						
N 9	WCAU CDR	10/23/12	10/26/12	5-6P NBC10 NEWS @ 5 M-I	5-6P M-F		:30			NM	4	$3,400.00
Week:		10/22/12	10/28/12	Weekdays: -TWTF--	Spots/Week: 4	Rate: $850.00						
N 10	WCAU LUR	10/29/12	10/29/12	5-6P NBC10 NEWS @ 5 M-I	5-6P M-F		:30			NM	1	$500.00
Week:		10/29/12	11/04/12	Weekdays: M------	Spots/Week: 1	Rate: $500.00						
N 11	WCAU CDR	10/23/12	10/26/12	6P-630P NBC10 NEWS	6P-630P M-F		:30			NM	4	$4,600.00
Week:		10/22/12	10/28/12	Weekdays: -TWTF--	Spots/Week: 4	Rate: $1,150.00						

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Type
1	*WCAU*	*10/22/12-10/28/12*	*6P-630P NBC10 NEWS*	*6P-630P M-F*	-TuWThF----	*:30*	*~~$1,150.00~~*	*NM*
	See MG 11.5							
	DNA-SEVERE WX COVERAGE							
5	WCAU	11/01/12-11/01/12	6P-630P NBC10 NEWS	6P-630P M-F	----Th-----	:30	$1,150.00	NM
Ⓜ	MG for 11.1 10/26							

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 12	WCAU LUR	10/29/12	10/29/12	6P-630P NBC10 NEWS	6P-630P M-F		:30			NM	1	$800.00
Week:		10/29/12	11/04/12	Weekdays: M------	Spots/Week: 1	Rate: $800.00						
N 13	WCAU CDR	10/27/12	10/28/12	6P-630P NEWS SAT	6P-630P		:30			NM	1	$850.00
Week:		10/22/12	10/28/12	Weekdays: -----S-	Spots/Week: 1	Rate: $850.00						
N 14	WCAU LUR	10/23/12	10/28/12	630-7p Nightly News	630-7p		:30			NM	1	$1,200.00
Week:		10/22/12	10/28/12	Weekdays: -TWTFSS	Spots/Week: 1	Rate: $1,200.00						
N 15	WCAU LUR	10/23/12	10/29/12	730P-8P M-F	730P-8P M-F		:30			NM	5	$4,000.00
Week:		10/22/12	10/28/12	Weekdays: -TWTF--	Spots/Week: 4	Rate: $775.00						

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount

Start Date | End Date | Weekdays | Spots/Week | Rate

Spot | Ch | Date Range | Description | Start/End Time | Weekdays | Length | Rate | Type

4 WCAU 10/22/12-10/28/12 730P-8P M-F 730P-8P M-F -TuWThF---- :30 ~~$775.00~~ NM
See MG 15.6
PREEMPT-PROGRAM CHANGE
6 WCAU 10/22/12-10/28/12 5A-5A ALL DAY STORM CO\ 5A-5A MTuWThFSaSu :30 $775.00 NM
Ⓜ MG for 15.4 10/26
Week: 10/29/12 11/04/12 M------ 1 $900.00

N 16 WCAU 10/23/12 10/26/12 11-1135P M-F LATE NEWS 11P-1135P :30 NM 3 $7,200.00
CDR

	Start Date	End Date	Weekdays	Spots/Week	Rate
Week:	10/22/12	10/28/12	-TWTF--	3	$2,400.00

Spot | Ch | Date Range | Description | Start/End Time | Weekdays | Length | Rate | Type
1 WCAU 10/22/12-10/28/12 11-1135P M-F LATE NEWS 11P-1135P -TuWThF---- :30 ~~$2,400.00~~ NM
See MG 16.4
PREEMPT
4 WCAU 10/29/12-10/29/12 11-1135P M-F LATE NEWS 11P-1135P M---------- :30 $2,400.00 NM
Ⓜ MG for 16.1 10/26

N 17 WCAU 10/23/12 10/26/12 TONIGHT SHOW W/JAY LE 1135P-107A :30 NM 4 $3,000.00
CDR

	Start Date	End Date	Weekdays	Spots/Week	Rate
Week:	10/22/12	10/28/12	-TWTF--	4	$750.00

N 18 WCAU 10/29/12 10/29/12 TONIGHT SHOW W/JAY LE 1135P-107A :30 NM 1 $550.00
LUR

	Start Date	End Date	Weekdays	Spots/Week	Rate
Week:	10/29/12	11/04/12	M------	1	$550.00

N 19 WCAU 10/29/12 10/29/12 8-10P MO THE VOICE 8P-10P :30 NM 1 $6,000.00
LUR

	Start Date	End Date	Weekdays	Spots/Week	Rate
Week:	10/29/12	11/04/12	M------	1	$6,000.00

Spot | Ch | Date Range | Description | Start/End Time | Weekdays | Length | Rate | Type
1 WCAU 10/29/12-11/04/12 8-10P MO THE VOICE 8P-10P M---------- :30 ~~$6,000.00~~ NM
See MG 19.2
PREEMPT-PROGRAM CHANGE
2 WCAU 10/29/12-11/04/12 5A-5A ALL DAY STORM CO\ 5A-5A MTuWThFSaSu :30 $6,000.00 NM
Ⓜ MG for 19.1 10/29

N 20 WCAU 10/27/12 10/27/12 6A-7A SATURDAY 6A-7A SA :30 NM 1 $250.00
LUR

	Start Date	End Date	Weekdays	Spots/Week	Rate
Week:	10/22/12	10/28/12	-----S-	1	$250.00

N 21 WCAU 10/27/12 10/27/12 7A-9A SATURDAY 7A-9A SA :30 NM 1 $550.00
LUR

	Start Date	End Date	Weekdays	Spots/Week	Rate
Week:	10/22/12	10/28/12	-----S-	1	$550.00

N 22 WCAU 10/27/12 10/27/12 9-10A SA 10! SHOW 9A-10A :30 NM 1 $650.00
CDR

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		Week: 10/22/12	10/28/12	Weekdays: -----S-	Spots/Week: 1	Rate: $650.00						
N 23	WCAU LUR	10/28/12	10/28/12	6A-8A SUNDAY	6A-8A SU		:30			NM	2	$350.00
		Week: 10/22/12	10/28/12	Weekdays: ------S	Spots/Week: 2	Rate: $175.00						
N 24	WCAU CDR	10/28/12	10/28/12	8-10A SUNDAY	758A-956A SUND/		:30			NM	1	$525.00
		Week: 10/22/12	10/28/12	Weekdays: ------S	Spots/Week: 1	Rate: $525.00						
N 25	WCAU LUR	10/28/12	10/28/12	1130A-12P SUN @ ISSUE	1130A-12P		:30			NM	1	$100.00
		Week: 10/22/12	10/28/12	Weekdays: ------S	Spots/Week: 1	Rate: $100.00						
N 26	WCAU LUR	10/28/12	10/28/12	10A-1030A SUN CHRIS MTT	10A-1030A SU		:30			NM	1	$1,000.00
		Week: 10/22/12	10/28/12	Weekdays: ------S	Spots/Week: 1	Rate: $1,000.00						
N 27	WCAU CDR	10/27/12	10/27/12	930-10A SA OPEN HOUSE	930A-10A		:30			NM	1	$225.00
		Week: 10/22/12	10/28/12	Weekdays: -----S-	Spots/Week: 1	Rate: $225.00						

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Type
1	*WCAU*	*10/22/12-10/28/12*	*930-10A SA OPEN HOUSE*	*930A-10A*	-------Sa--	*:30*	~~$225.00~~	*NM*
	See MG 27.2 PREEMPT-PROGRAM CHANGE							
2	WCAU	10/22/12-10/28/12	10-1030A GEO TO RESCUE	10A-1030A	-------Sa--	:30	$225.00	NM
Ⓜ	MG for 27.1 10/27							

Totals 71 $59,700.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	58	$43,950.00	$37,357.50
10/29/12 -11/01/12	13	$15,750.00	$13,387.50
Totals	71	$59,700.00	$50,745.00

Signature: ______________________ **Date:** ______________

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